

KDA Working Group Distracted Driving Teen Focus Groups

Executive Committee for Highway Safety

April 28, 2005

TEEN DRIVING BEHAVIOR

Role of Parents

- “My mom does a lot while she drives, she’s really good at it – she multitasks”
- “My dad says it’s not illegal until you get caught – that’s what he’s taught me.”

Role of Enforcement

- “It shouldn’t matter even after you get your full license, you’re still inexperienced”
- “If more of my friends are getting tickets, that’s going to add up and say – maybe I shouldn’t do that anymore”

TEEN DRIVING BEHAVIOR

Risky Behavior

- “It’s the thrill that you get out of it – how much farther can you push it until you wreck – once you do it and you wreck, you say ‘I didn’t die, it’s not that bad’ ”
- “You always have those people that say, ‘I’m not going to get caught’”

TALKING TO TEENS

Positive Messages

- “You should use a catch phrase, not just ‘don’t do this, don’t do that’”

Compelling, Hard-hitting Messages

- “They brought this boy to the classroom and he told a story of this girl who died – it kind of stuck with me, it was deep.”
- “You don’t really realize it until you get hurt, until it hits close to home – until something really bad happens.”

TALKING TO TEENS

Message Avenues

- “We need to hear it over and over again in a lot of places”
- “People would be curious about it – they would ask questions like ‘what’s that?’ and then you could tell them.”